Appl. No. 10/036,801
Amdt. dated June 23, 2006
Reply to Office Action of February 1, 2006

Amendments to the Claims:

     This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

     Please amend claims 1, 3, 11 and 16 as follows:

     1.   (currently amended)   A method for increasing productivity of a business

organization and customer satisfaction, comprising:

     (a)   identifying and making an inventory of touchpoints <u>comprising instances of</u>

<u>exchange of information between the organization and customers of the organization, and</u>

<u>instances of exchange of information within the organization</u>;

     (b)   identifying projects, based upon the inventory of touchpoints;

     (c)   validating and prioritizing projects based on an analysis of customers' critical

requirements and overall financial impact on the business organization;

     (d)   ~~rigorously~~ executing the prioritized projects; and

     (e)   measuring increases in productivity and customer satisfaction.

     2.   (original)   The method of claim 1, further including:

     designating an employee to be a core process owner, who is accountable for steps (a)

through (e).

     3.   (currently amended)   The method of claim 1, wherein step (a) further comprises:

     entering identified touchpoints into a table; <u>and</u>

     listing modes of communication used to effect each identified ~~touchpoints~~ <u>touchpoint</u>.

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4.   (original)   The method of claim 3, wherein step (b) further comprises:

analyzing the inventory of touchpoints and the modes of communications used to effect

each touchpoint; and

identifying projects that eliminate touchpoints.

5.   (original)   The method of claim 3, wherein step (b) further comprises:

analyzing the inventory of touchpoints and the modes of communications used to effect

each touchpoint;

classifying touchpoints as web-enabled and non-web-enabled; and

identifying projects that convert non-web-enabled touchpoints into web-enabled

touchpoints.

6.   (original)   The method of claim 1, wherein step (c) further comprises:

segmenting a customer base according to modes of distribution;

for each customer segment, constructing a business model and a set of business goals; and

identifying customer needs that are critical to quality.

7.   The method of claim 6, wherein step (c) further comprises:

validating identified projects against the identified customer needs that are critical to

quality.

8.   (original)   The method of claim 6, wherein step (c) further comprises:

developing a list of top level indicators based upon identified customer needs that are

critical to quality;

assigning weights to each top level indicator;

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for each identified project, determining a numerical quantity indicating the relationship

strength between the identified project and each top level indicator; and

using the assigned weights and the relationship strengths to calculate a score for each

identified project.

9.   (original)   The method of claim 6, wherein step (c) further comprises:

placing each identified project into a high priority matrix to maximize return on effort.

10.   (original)   The method of claim 6, wherein step (c) further comprises:

ranking the identified projects in order of priority.

11.   (currently amended)   A method for increasing productivity of a business

organization and customer satisfaction, comprising:

(a)   identifying core processes of the business organization;

(b)   designating employees of the business organization to be core process owners,

who are accountable for increasing business productivity and customer satisfaction;

(c)   identifying and making an inventory of touchpoints comprising instances of

exchange of information between the organization and customers of the organization, and

instances of exchange of information within the organization;

(d)   identifying projects, based upon the inventory of touchpoints, to increase business

productivity and customer satisfaction by eliminating or redesigning identified touchpoints;

(e)   validating and prioritizing projects based upon an analysis of customers' critical

requirements and overall financial impact on the business organization;

(f)   rigorously executing the prioritized projects; and

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(g)   measuring increases in productivity and customer satisfaction.

12.   (original)   The method of claim 11, wherein step (c) further comprises:

entering identified touchpoints into a table;

listing modes of communication used to effect each touchpoint; and

classifying touchpoints as web-enabled and non-web-enabled.

13.   (original)   The method of claim 12, wherein step (d) further comprises:

identifying project that convert non-web-enabled touchpoints into web-enabled

touchpoints.

14.   (original)   The method of claim 11, wherein step (e) further comprises:

developing a list of top level indicators based upon identified customer needs that are

critical to quality;

assigning weights to each top level indicator;

for each identified project, determining a numerical quantity indicating the relationship

strength between the identified project and each top level indicator; and

using the assigned weights and the relationship strengths to calculate a score for each

identified project.

15.   (original)   The method of claim 14, wherein step (e) further comprises:

placing each identified project into a high priority matrix to maximize return on effort.

16.   (currently amended)   A system for increasing business productivity and customer

satisfaction, comprising:

a server computer;

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a network of terminals connected to the server, the server computer transmitting web pages to the terminals for providing outputs to, and receiving inputs from, the terminals;

an electronic database, accessible by the server computer, containing data relating to projects that have been identified by identifying and cataloguing touchpoints comprising instances of exchange of information between the organization and customers of the organization, and instances of exchange of information within the organization, and that have been validated against customer needs that are critical to quality,

the data in the database being presented at each terminal in web pages having varying levels of detail.

17. (original) The system of claim 16, wherein data is presented as a series of drilldown screens, including:

a core processes screen, listing identified core processes;

an individual core process screen, accessible from the core processes screen, listing projects that have been identified for an individual core process; and

a project screen, accessible from the individual core process screen, displaying data relating to an individual project.